



A Litter Bit Better!

2007 - 2015 Event Summary

2015 Sponsors

Event Sponsors \$5000+

City Auto Glass
City of Rochester
Clear Channel Radio
KSMQ
KTTC/Fox47/CW/MeTV
Post-Bulletin
RNeighbors
Rochester Service Company
Townsquare Media
Rochester
Waste Management

Ten-Ton Pile \$1000+

Arnold's Supply &
Kleenit Company
Hauk Advertising
Kwik Trip
MnDOT District 6

One-Ton Pile \$100-\$999

Apollo Dental
Canadian Honker
Restaurant
Courtesy Corporation
McDonald's
Knutson Construction
Mayor Ardel Brede
Olmsted County
Environmental Resources
Olmsted Medical Center
Rochester Chamber of
Commerce
Rochester Commercial
Banks
Rochester Downtown
Alliance
Rochester Parks &
Recreation
Seneca Foods
YMCA

Introduction

In 2006 two concerned citizens proposed a city-wide litter clean-up event to Mayor Ardel Brede and the Chamber of Commerce. The Mayor brought together a team of organizations that developed a plan and coordinated the first annual *Help Make Rochester A Litter Bit Better!* event in 2007. With the help of generous sponsors, the event has been a success each and every year since.

2015 was the 9th annual *Help Make Rochester A Litter Bit Better!* event. Each year, thousands of volunteers collect litter from across Rochester. Together in the past 9 years, these individuals, service groups, businesses, scout troops, faith-based organizations, neighborhood associations, and families have worked together to remove over **112 tons of litter** from the community. The removal of this waste reduces potential land and water pollution while beautifying our cityscape. Participants in the event build community ties and reinforce a strong sense of community pride. The ultimate goal of the program is to prevent water pollution by eliminating litter-causing behavior in the City of Rochester.



Clements Clean-Up Crew

Save the Date for Next Year!
April 23 - 30, 2016
www.rneighbors.org/litterbitbetter

Steering Committee Members

The success of an event the size of *A Litter Bit Better!* takes time, effort, and leadership. Various organizations and individuals have worked together since 2007 to put on this successful campaign. The 2015 Steering Committee Members and their affiliated organizations are listed below.

2015 Steering Committee Active Members and Affiliated Organizations

Anthony Wittmer Olmsted County	KC Reed Boy Scouts Gamehaven	Mike Kraszewski City of Rochester	Ryan Thesing City of Rochester
Ardell Brede City of Rochester	Mark St. Peter City Auto Glass	Norrie MacIlraith Rochester Resident	Sandy MacLaughlin Resident
Chris Beighley Oak Terrace & Parkside	Megan Duffey Moeller City of Rochester	René Lafflam RNeighbors	

Event Sponsors

The *A Litter Bit Better!* campaign has been made possible by the generosity of businesses and individuals within the Rochester community. The sponsors listed in the sidebar on page one donated cash, goods, or services in 2015. The logos below represent the Event Sponsors. These organizations contributed over \$5,000 in cash and in-kind services. Thank you to all the sponsors for their continuous support of this program!

City Auto Glass

MeTV



PB Post-Bulletin
IF IT MATTERS TO YOU, IT MATTERS TO US

CLEAR CHANNEL
RADIO

Rochester Neighborhood Resource Center
RNeighbors
Providing tools to grow GREAT neighborhoods

ROCHESTER
THE **CW**

ROCHESTER SERVICE CO.
ROCHESTER, MN

FOX47

townsquare
media rochester

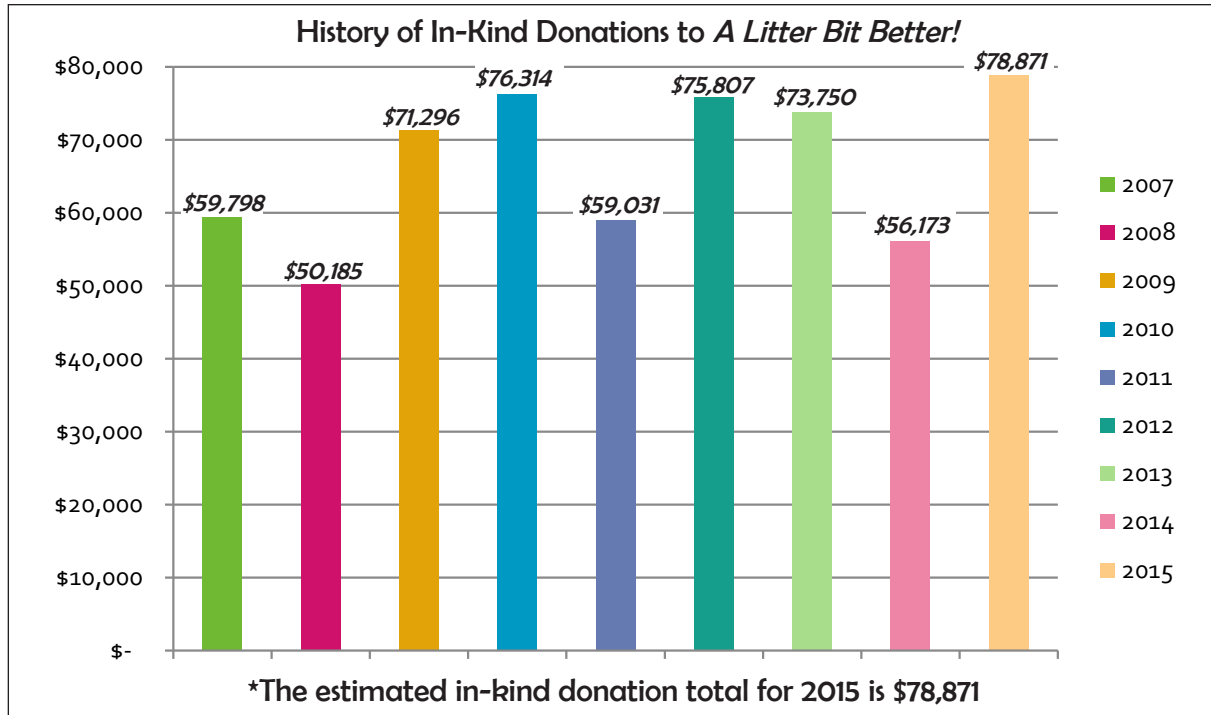
KSMQ

WM
WASTE MANAGEMENT
Think Green®

KTTC

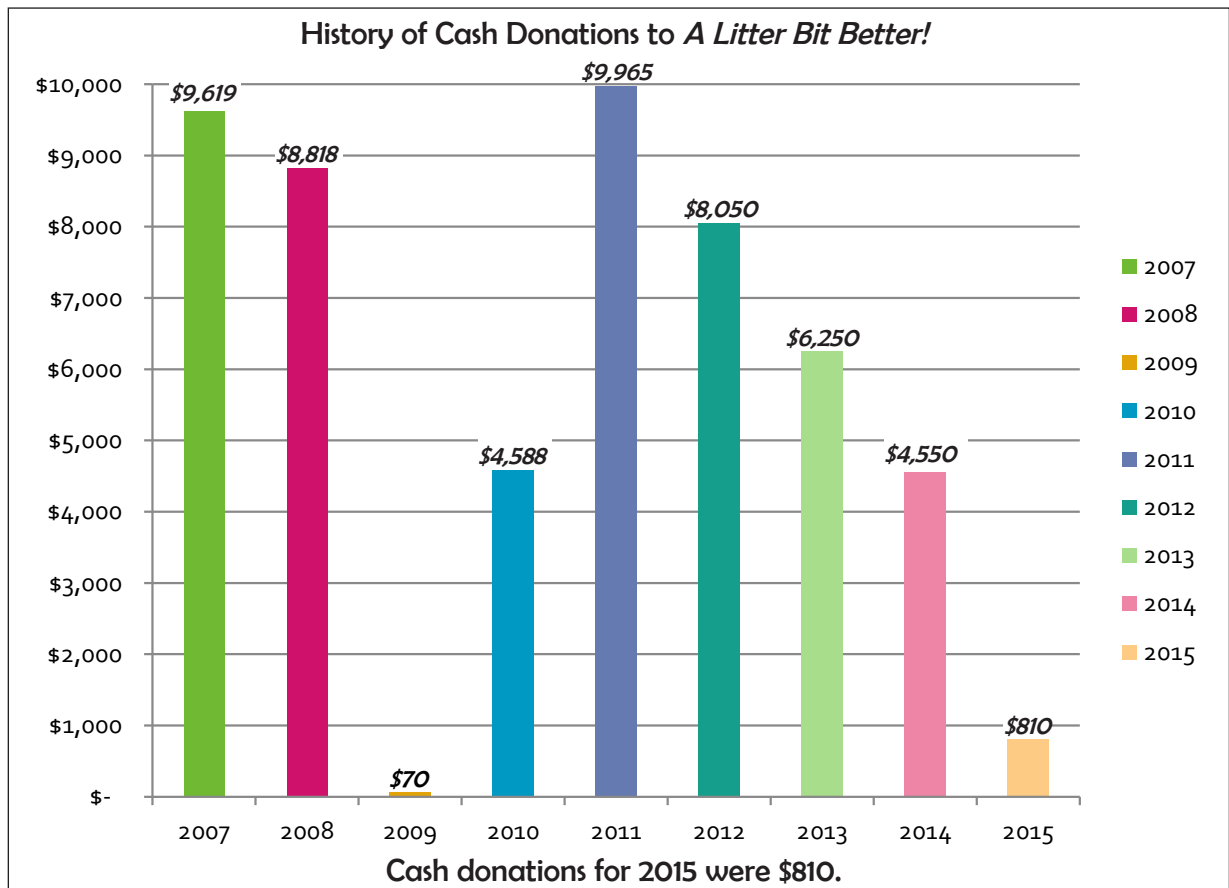
In-Kind Donations

In-kind donations of time, goods, and services include waste collection, storage and disposal, staffing, website, recycling bags, and TV, radio, and newspaper advertising.



Cash Donations

Cash donations pay for garbage bags, posters, Pledge Cards, magnets, postage, and more! The total expenses for the 2015 event was \$2,401.



The combination of cash expenditures and in-kind services yields a total program cost of approximately \$79,600, which is about \$2.35 per pound of litter collected.

Event Promotion

A wide variety of promotional methods are used throughout Rochester to target new and repeat participants. Examples include:

“Save the Date” fliers

Bulletin notices for faith-based organizations

Posters displayed at businesses

Press releases

Radio, television, and newspaper ads

Rochester Channel 19 Cable TV spots

Website postings

Public transportation advertising

RNeighbors Facebook page posts

Interviews & presentations

Personal contacts

Translated materials for non-English speakers

Email notifications

Marquee displays

Newspaper, newsletter, and magazine articles

Banner at Honkers Field



2015 Promotional Poster



Public Transportation Advertising

Poster Contest

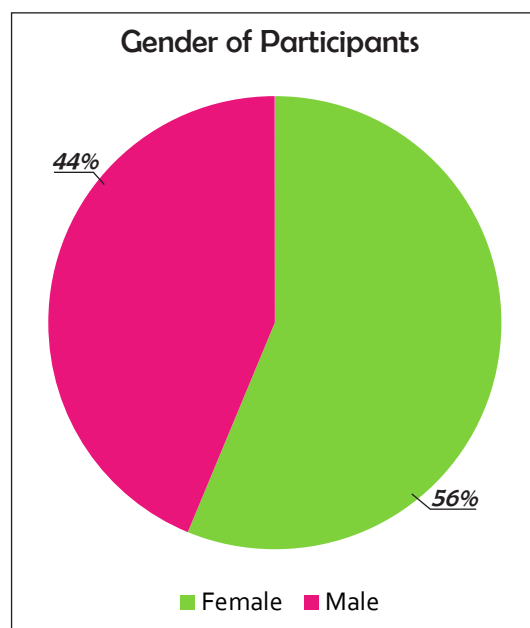
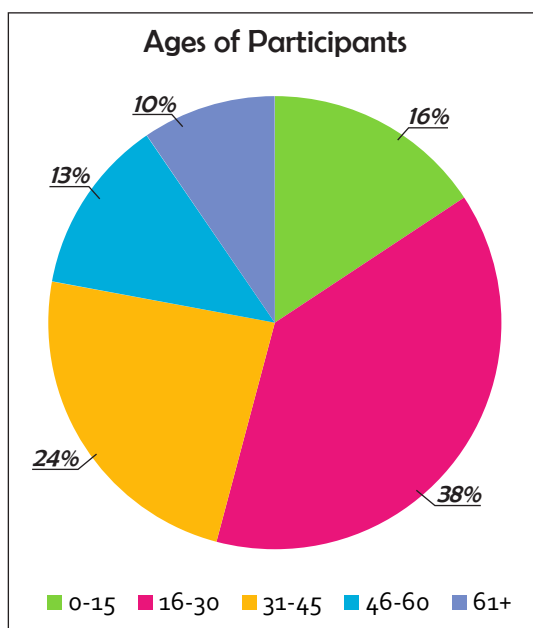
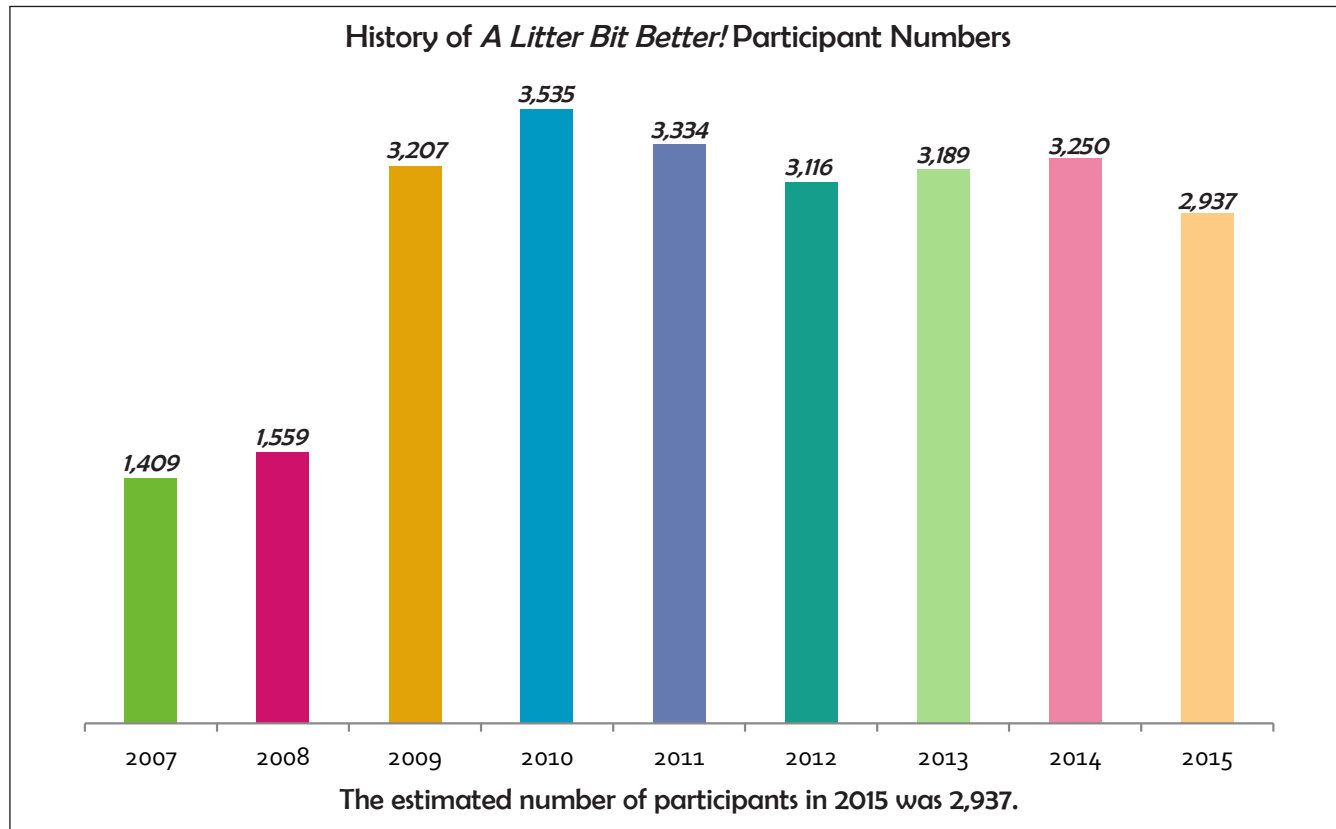
4th grade classrooms across Rochester are invited to participate in the annual poster contest and to sign a pledge to: ***Never Litter. Always Pick Up Litter. Tell Others Not to Litter.*** The winning poster design from each school receives an *A Litter Bit Better!* t-shirt, an opportunity to be in the Rochesterfest Parade, and a signed letter of appreciation from the Mayor. The Grand Prize Poster Winner will have their art published on the pledge card, a poster with their winning artwork, a photograph with the Mayor, and a pizza party for their class.



2015 Grand Prize Winner Arikka Cowl
Gibbs Elementary School

Participant Information

The number of people volunteering their time to *A Litter Bit Better!* is impressive. Individuals from all walks of life participate each year. An astonishing 89% of volunteers in 2015 had previously participated in *A Litter Bit Better!* and 100% of survey respondents indicated they would participate again in the future.



Weather Conditions

Dedicated *A Litter Bit Better!* volunteers participate year after year regardless of the weather.

Year	Temperature (°F)	Precipitation
2007	44° - 81°	None
2008	45° - 73°	1 day of rain
2009	52° - 75°	None
2010	40° - 80°	Trace of rain on 3 days
2011	32° - 51°	Rain and snow 9 out of 12 days
2012	34° - 73°	Trace of rain on 6 days
2013	44° - 71°	4 days of flurries, 2 days of 70° and sunshine
2014	46° - 69°	Some chilly days, some warm and sunny, trace of rain
2015	40° - 72°	Warmer weekends, cooler weekdays, rain on 4 days

Volunteer Photos & Feedback

Each year volunteer groups complete a brief survey to help evaluate the program. The quoted texts and photos are a sampling of volunteer experiences.



Scout Group at Greystone Park

Spring cleaning helps make Rochester



Kids Club Volunteers

I love picking up trash and making things look better. I even picked up an area I didn't need to but I saw the trash and spent an hour doing it.



Clements Group



Mike K

Volunteer Photos & Feedback



Church of the Savior



Girl Scouts ConnectZ

*There is no excuse
for litter...OUR world
should be kept clean.
If only everyone did
their part.*

I love it!

*A Litter Bit Better is an easy way to
make the community prettier.*



Church of Jesus Christ of Latter Day Saints

I like to do my part.



Pearson Group

It is something that needs doing.

Volunteer Photos & Feedback



Knutson Construction

It's good to give back to the community.

We like to make a difference in the community where we work.

It gives you a good feeling for helping.



BCF Technology



ABPMR Group

It's fun, it's outside, it helps the environment!

It's fun and makes the area look much cleaner



Girl Scout Troop 44589



Blixt Group

We were amazed by how much garbage there was on that section of property. When you just drive by, it doesn't look like much.

Volunteer Photos & Feedback

What a great way to get the neighborhood together right away in the spring



Girl Scouts at Homestead Park

I think it is important to teach my kids the value of volunteer work and to show them how much the trash can actually accumulate.



Klein Group



Knotting Hill Neighbors



St. Francis Group



Niichel Group

This is a wonderful program. Thanks for offering this program. This gets a LOT of trash picked up and people have fun doing it!

Thanks for the litter bags!



Doubletree Hotel Group

Volunteer Photos & Feedback



Hess Group



Silver Sneakers Litter League



Troop 29 Crew



UMR Group

*It is a
wonderful
program!*



Pinewood Ridge Group



RNeighbors Group

*Our neighborhood group has been cleaning
this park longer than ALBB has existed and I
hope we continue*



Scouts at Greystone Park



Scout Group at Stormwater Pond

2015 Results

Volunteers picked up litter at 239 collection sites that covered 5,300 acres of land in Rochester. The sites ranged in size from 0.5 acres to 257 acres with the average site being 22 acres in size. These efforts resulted in **33,880 pounds of litter being removed** from the environment in 2015.

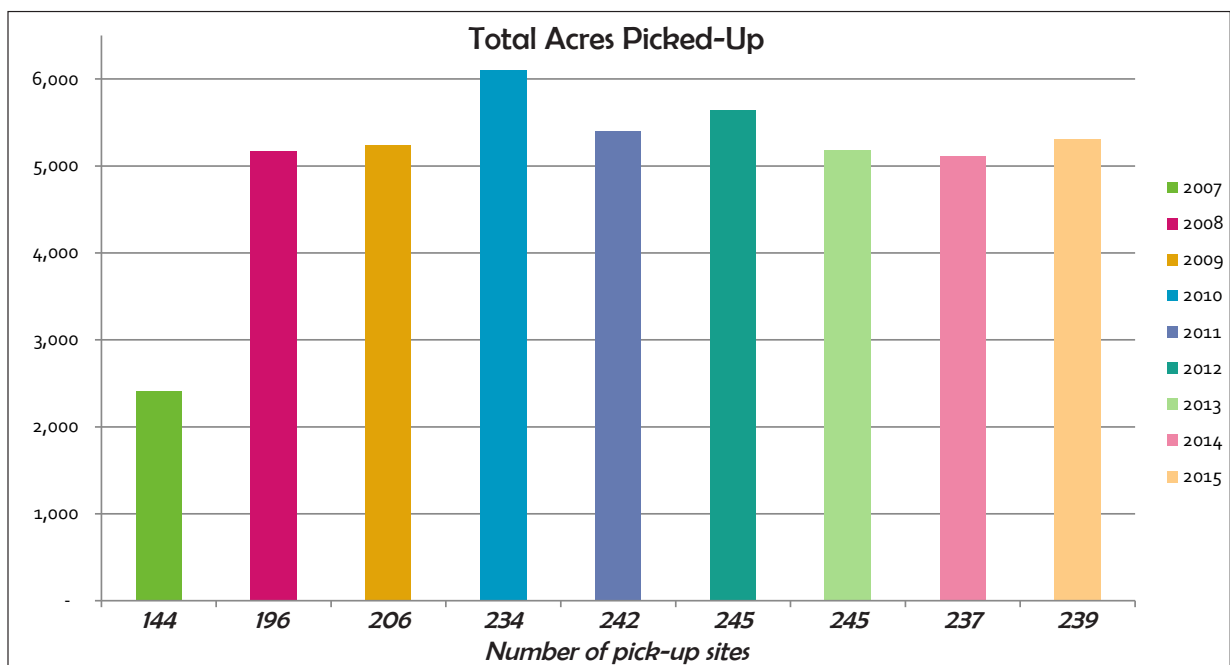
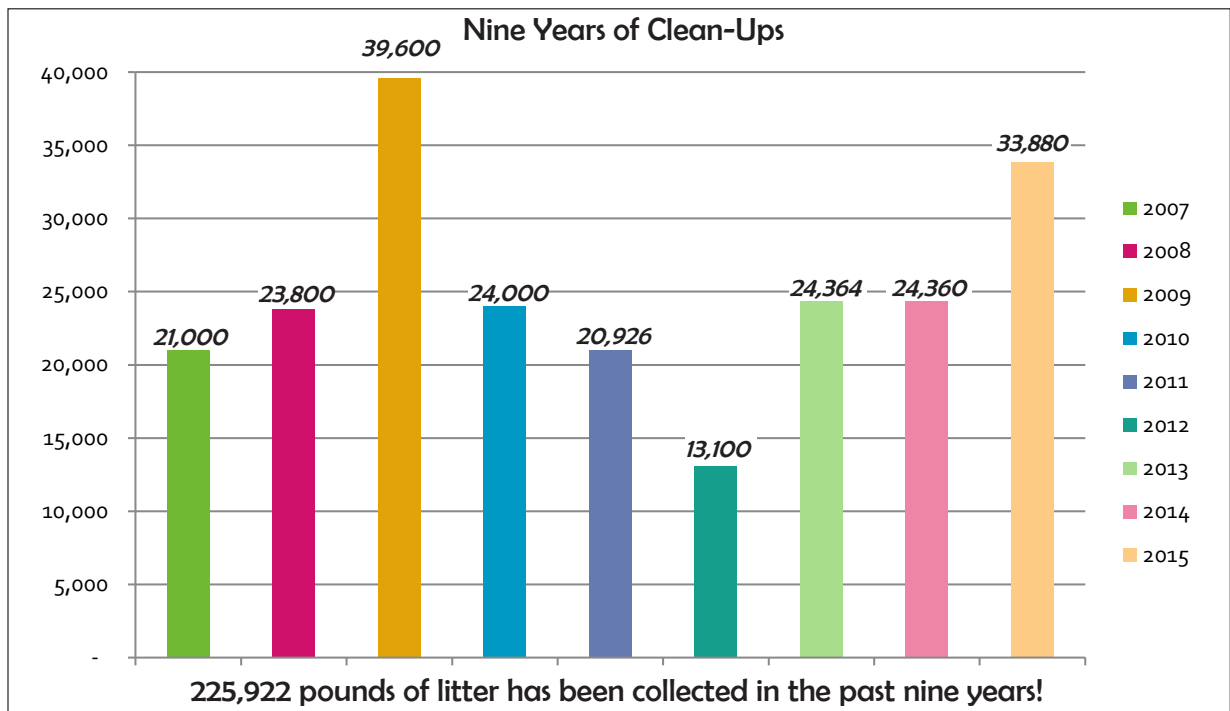


Trash Mountain 2015



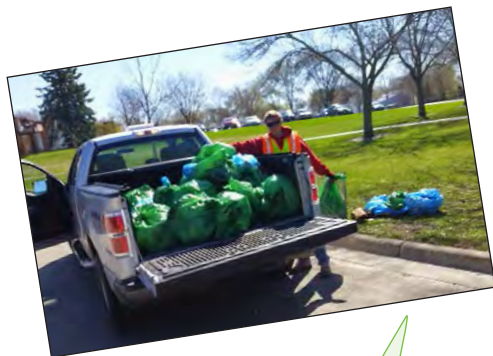
Tires collected in 2015

The amount of litter picked up in 2015 was the second largest amount in the history of the event. The number of volunteers collecting has remained steady through the last 7 years, so this result is not due to increased effort.



Types of Trash Collected

Over 88% of survey respondents picked up fast food packaging and plastic bags. 90% of respondents picked up plastic bottles. What else do you find in 16+ tons of trash?



A shopping cart

A poster of Steven Segal!

A \$20 bill!

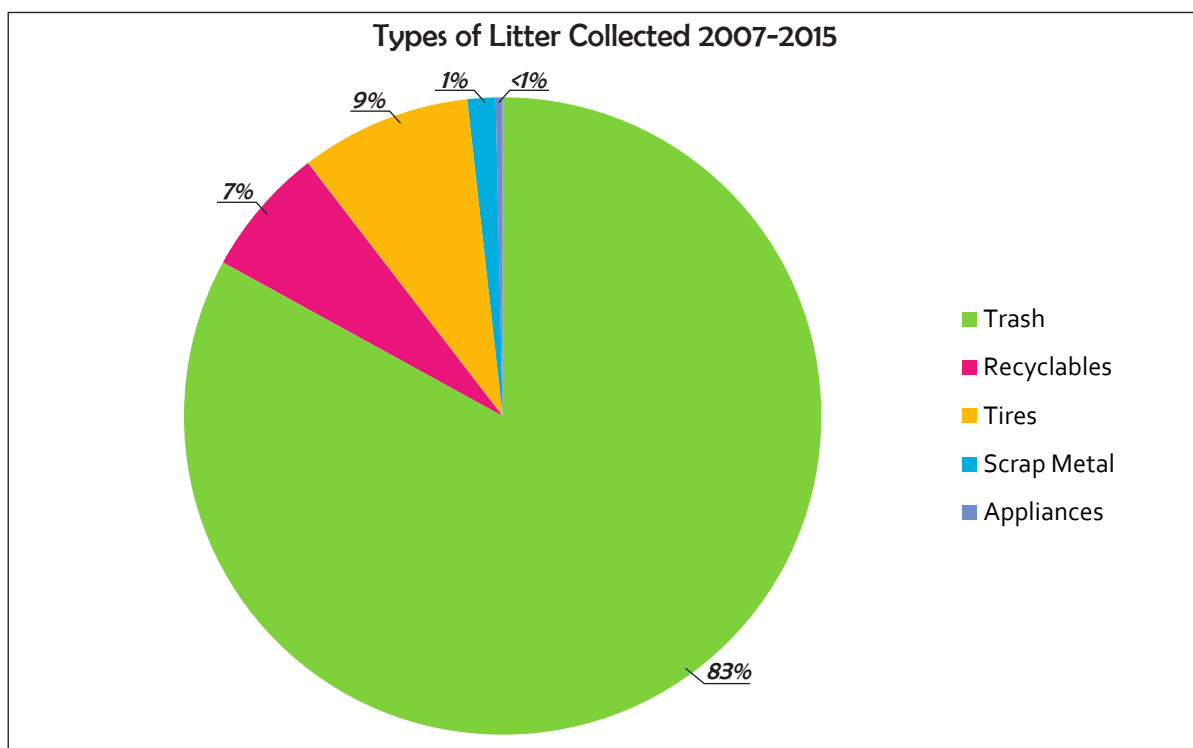
An old sock

A thermometer - but then again we do live in Destination Med City



Black Velvet Whiskey

A Mickey Mouse flag



A 5' x 7' rug

A set of silverware

Someone's mail



A chair

A iPhone! It still turned on and the picture on the screen was someone my son knew at Century. How funny!

A car bumper

2 pairs of thong underwear on 2 different days - seriously.



A Christmas tree

A box of packaged sandwiches.

A Litter Butt Better! Initiative

Cigarette butts are the #1 littered item in the U.S. In 2010, a subcommittee formed to tackle this issue in Rochester. The *Help Make Rochester A Litter Butt Better!* initiative has been gaining momentum ever since.

2015 highlights from related projects include:

- The Rochester Downtown Alliance, Mayor Ardele Brede, and Rochester Parks and Recreation teamed up in 2015 to offer the “Butt Kickers!” of John Adams Middle School a bounty on cigarette butts picked up from the Downtown landscape. This group of 28 individuals picked up 26,528 butts in approximately 6 hours. The bounty resulted in \$1,500 being raised for the school’s science lab.



Opportunities for Involvement

Here are some ways you can be involved in *A Litter Bit Better!*

- 2016 Steering Committee Members - Be a part of leading *A Litter Bit Better!* Members work to keep the program running smoothly and develop new initiatives.
- Distribute posters
- Solicit donations
- Lead new initiatives

Contact Megan Moeller at mmoeller@rochestermn.gov or 507-328-2440 if you would like more information.

Save the Date for the next *A Litter Bit Better!*
April 23 - 30, 2016

www.rneighbors.org/litterbitbetter

Very rewarding experience!

*Thank you for making it easy for us to continue
our involvement in this program.*

*We had a
great time
picking up!*



Scout Group at Greystone Park

We are already looking forward to next year's event!